



**RNN PROJECT DIRECTORS &
NETWORK FOR A HEALTHY CALIFORNIA
REGIONAL COORDINATORS MEETING**

**POWER PLAY! CAMPAIGN
BREAKOUT SESSION AGENDA**

**May 16, 2007
Radisson Hotel
Sacramento, CA**

Time	Activity	Suite
8:00 – 8:30 a.m.	Registration and Continental Breakfast <i>Lynne Moreno & Sheila Chinn</i>	302
8:30-9:00	Welcome and Introductions <i>Valerie Quinn</i>	302
9:00-10:00	Rebranding <i>Desiree Backman</i>	302
10:00-10:30	The New Look of <i>Retail Program</i> <i>Melanie Hall</i>	302
10:30-10:45	Physical Activity Break	302
	Power Play! Campaign Breakout Session	301
10:45-11:00	<i>Power Play!</i> Introductions and Ice Breaker	301
11:00-11:15	Update on <i>Power Play!</i> specifics of the rebrand	301
11:15- 12:00	Putting the new brand into practice	301
12:00-1:00	Working Lunch	Edgewater F
1:00-1:45	Knowing your Scope of Work and strategic planning	301
1:45-3:00	Regional sharing time (5 minutes per region) Share one thing about one of the following topics: <ul style="list-style-type: none"> • Share CYO channel strategies for recruitment during the summer • Creative ways to work in one of the support channels: restaurant, supermarket, farmers' markets, media • Share the ways in which you work with volunteers 	301
3:00-3:30	Strategies and tactics for getting tracking forms back from teachers	301
3:30-3:45	<i>Campaign</i> updates	301
3:45-4:00	General Q&A session, meeting wrap-up, and evaluation	301
4:00	Adjourn	301
4:30	Informal social time at Radisson Crocodiles/Palm Terrace (optional)	301

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